Step Up with ShowMax Add to Bill Promotion

Kenya (DStv)

1. These are rules for the Step Up with ShowMax Add to Bill Promotion ("**Promotion**") as conducted by MultiChoice Africa Holdings B.V. and its affiliates ("**MultiChoice**"). By participating in the Promotion, you agree that these rules, read together with the Standard Terms and Conditions ("**Terms and Conditions**") will apply to your participation in the Promotion.
2. The Promotion will run from 00:00 hours on **1 March 2024** to the earlier of either 23:59 hours on **31 March 2024** or when the limited offer runs out ("**Promotion Period**").
3. This is a limited offer, available on a first come first served basis.

Eligibility and Upgrade

4. On 8 January 2024 ("**Designation Date**"), MultiChoice recorded the DStv (or DStv Stream) package which you were on (for active Eligible Subscribers) or the last DStv (or DStv Stream) package which you were on (for disconnected Eligible Subscribers) without any special offers/promotions ("**Designated Package**"). For new subscribers joining after the Designation Date, the Designated Package is the package subscribed for at the time of joining.
5. To participate in the Promotion, you must during the Promotion Period ("**Eligible Subscribers**"):
   5.1. be an active, disconnected or new DStv (or DStv Stream) subscriber in Kenya on an eligible Designated Package;
   5.2. have accepted a direct invitation by MultiChoice to take up the Offer; and
   5.3. make payment in full of subscription for a package that is at least 1 package above your Designated Package.
6. Eligible Subscribers will automatically be upgraded to the next higher package than the package they paid for. Subject to system dependencies, the package upgrade may be effected within 48 hours of receipt of payment by MultiChoice as set out herein. If the upgrade is not effected, MultiChoice will endeavour to effect the upgrade within the shortest possible time following notification by you.
7. Eligible Subscribers are also entitled to ShowMax at no additional cost. In order to enjoy ShowMax, an eligible Subscriber must follow the journey and activate Showmax Add to Bill (**"SATB"**) on their account **within 72 hours**.
8. The packages and corresponding upgrades for purposes of this Promotion are as follows:

Designated Package	Upgrade on DStv	Upgrade on DStv Stream
Premium/Compact Plus/Compact	No offer	No offer
Family	Pay for Compact and get upgraded to Compact Plus with SATB	Pay for Compact and get upgraded to Compact Plus with SATB

Designated Package	Upgrade on DStv	Upgrade on DStv Stream
Access	Pay for Family or Compact and get upgraded to Compact or Compact Plus with SATB	Pay for Family or Compact and get upgraded to Compact or Compact Plus with SATB
Lite	Pay for Access or Family or Compact and get upgraded to the corresponding higher package with SATB	No offer

9. Until indicated otherwise by MultiChoice, the Promotion is not open to you, if, during the Promotion Period you are:
   9.1. a DStv Business subscriber;
   9.2. a subscriber of a Designated package which has no corresponding offer as indicated in paragraph 8 above;
   9.3. only a subscriber of a standalone package (such as Indian standalone, Portuguese standalone, Great Wall standalone, Asian, French Touch bouquet; French 11 bouquet, French plus);
   9.4. an existing DStv subscriber who, prior to the Promotion Period, made annual subscription payment, debit order payment, quarterly payment or pre-payment for any given period;
   9.5. an existing DStv subscriber who, makes payment for the Designated package or a lower package than the Designated Package; and/or
   9.6. an existing DStv subscriber who is receiving another offer from MultiChoice under any other campaign, promotion, competition or the like (excluding any package and/or access received when becoming a new subscriber).
10. It is your responsibility to ensure that payment of the subscription fee in respect of any package eligible for upgrade as indicated in paragraph 6 above is received by MultiChoice. Without limitation, MultiChoice is not responsible for any difficulties encountered with third party merchants nor for any costs that you may incur to participate in this Promotion.
11. Additional products such as add-ons (e.g. Indian and Portuguese channels) and Value-Added Services (such as Xtra View and HD PVR access) are not included in the Promotion and the normal billing rules apply in this regard. If required, you will have to make separate payments for the add-ons at the published rates in order to enjoy the add-ons alongside the upgrade. In respect of the Value-Added Services, you will need to make payment in full for these in order to avoid being disconnected.

Other terms

12. MultiChoice shall not be liable for any failure to comply with its obligations where the failure is caused by circumstances outside its reasonable control.
13. The rule of construction that the Terms and Conditions will be interpreted against the party responsible for drafting of the same will not apply.
14. MultiChoice may cede, assign or novate any or all of its rights and/or any or all of its obligations set out

herein and/or in theTerms and Conditions to any person or entity without notice to you.

15. MultiChoice reserves the right to suspend or stop your participation in the Promotion if you are involved in fraud or manipulation of the process.
16. The failure by MultiChoice to enforce any of the rights or provisions of the Promotion or the Terms and Conditions will not be deemed to be a waiver of such right or provision.